

ABSTRACT

Electronic tickets, electronic coupons, or the like are provided to customers who visit stores selling merchandise or event halls, thereby attracting a large base of customers, improving the pulling power of the event hall, promoting the sales of merchandise, or the like.

A system for providing right information comprises memory means for storing a plurality of electronic tickets or coupons, and a management server (1) that includes the memory means.

The managing server (1) accepts information on a customer from an in-store terminal (2), performs a searching process for a predetermined electronic ticket or coupon based on the customer information, and provides the electronic ticket or coupon searched for to a user.